

Using the Best Workplaces for CommutersSM Logo

Commuter benefits are on the rise. From transit and vanpool subsidies to telework and flexible work schedules, more and more employers are offering commuter benefits to their employees.

If you work in facilities, parking, or transportation management . . .

...you understand the challenges associated with getting employees to and from work. Commuter benefits can solve parking challenges and save money by reducing demand for parking. How can commuter benefits help your company and your employees?

- Walt Disney avoided spending \$2 million for new employee parking by offering a comprehensive commuter benefits program instead.
- A Georgia Pacific distribution center avoided a \$100,000 parking expansion project through carpooling, vanpooling, and transit.
- Emory University says it is less expensive to give an employee free transit for 30 years than to create 1 new parking space.
- IBM encourages 24,000 employees to work from home every day and avoids the expense of owning, leasing, and operating the equivalent of 48 ten-story buildings.

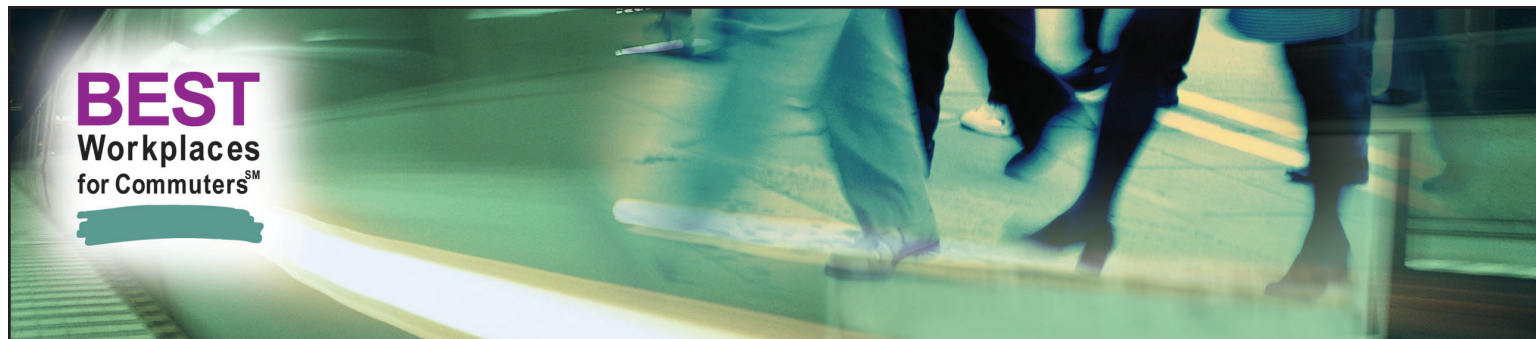
- ▶ Commuter benefits encourage employees to use alternatives to driving alone, resulting in less parking. Parking costs an employer \$2,500 to \$5,000 per space for surface parking and \$10,000 to \$20,000 per space for structured parking (not including land costs), as well as hundreds of dollars a year per space for maintenance. (Washington State DOT, 1999)
- ▶ Employees benefit because a worker using commuter benefits for mass transit, a vanpool, or teleworking saves more than \$800 a year in transportation costs and avoids driving 3,300 miles per year. (Employee Benefits Digest, 2003)

"You add [employees using alternative commute modes] up, and we're close to 20 percent of our workforce right now. For that 20 percent, we didn't have to put in parking spaces."

—Bill Laxton,
U.S. EPA Research Triangle Park
Raleigh News & Observer,
April 21, 2004

Why should you promote your participation in Best Workplaces for CommutersSM—what will it achieve?

- ▶ Making your BWC designation visible by using the logo on signs and Web sites will help raise awareness among employees. In turn, you'll motivate more of them to take advantage of transportation options, and reduce pressure on parking facilities.
- ▶ Using the BWC logo in outreach materials, Web sites, and job postings tells your community, shareholders, and employees that your company is striving to reduce traffic congestion and improve quality of life.
- ▶ Placing the BWC logo in publicly visible spaces (such as on signs used to designate preferred parking for carpools and vanpools) conveys greater prestige on your company and employees for receiving the designation.



If you're an environmental, health, and safety manager...

...you know the significance of protecting your employees and local air quality. By offering commuter benefits, your company is already on the right path. Why are commuter benefits good for your company, your employees, your community, and the environment?

- ▶ Having an incentive to use mass transit, a vanpool, or the option to telework can cut down on employee stress, reduce the risk of an auto-related injury, and increase job satisfaction. (Employee Benefits Digest, 2003)
- ▶ Americans waste 5.7 billion gallons of fuel in traffic jams each year. (Employee Benefits Digest, 2003)
- ▶ A single company offering commuter benefits to its 1,000 employees can take 175 cars off the road, saving 44,000 gallons of gasoline and reducing global warming emissions by 420 tons every year. (Employee Benefits Digest, 2003)

"Through transit subsidies, biking incentives, and other offerings, these companies are spurring thousands of New England workers to leave their cars at home in favor of alternative commuting modes. And that is leading to twin benefits of improved air quality and reduced traffic congestion."

—*Portsmouth Herald*,
April 18, 2005

Why should you promote your participation in Best Workplaces for CommutersSM—what will it achieve?

- ▶ Promoting your partnership with the EPA to your employees and your community highlights your company as an active environmental steward.
- ▶ Identifying your company as a leader in reducing traffic congestion and improving air quality—locally, regionally, and nationally—can be appreciated by everyone.
- ▶ Using the BWC logo indicates that your company meets a *National Standard of Excellence* in the commuter benefits you provide. Less than one percent of companies nationwide qualify for this unique distinction.



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